

## ORDER



**Orders**  
**Order / Rev:** 704728  
**Alt Order #:** 06265036  
**Product Desc:** STEARNS FOR CONGRESS  
**Estimate:** 2577  
**Flight Dates:** 08/07/12 - 08/14/12  
**Original Date / Rev:** 08/06/12 / 08/08/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Placement/ POL  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Stearns,C / R /Congress  
**Demographic:** A50+  
**Product Codes:** PL-US House Representative  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	41	\$4,125.00	\$3,506.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	41	\$4,125.00	\$3,506.25	0.00
<b>Totals</b>	<b>41</b>	<b>\$4,125.00</b>	<b>\$3,506.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/07/12	08/12/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	--WTF--	:30	4	\$75.00	P-3	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		4				\$75.00		0.00			
2	WJXX	08/13/12	08/14/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$75.00		0.00			
3	WJXX	08/07/12	08/12/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	--WTF--	:30	8	\$55.00	P-3	0.00	NM	8	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		8				\$55.00		0.00			
4	WJXX	08/13/12	08/14/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MT-----	:30	4	\$55.00	P-3	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		4				\$55.00		0.00			
5	WJXX	08/12/12	08/12/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$40.00		0.00			
6	WJXX	08/12/12	08/12/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

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Advertiser: Stearns,C / R /Congress  
 Product Desc: STEARNS FOR CONGRESS  
 Estimate: 2577  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	08/12/12	08/12/12	First Coast News On Point First Coast News On Point	CM	First Coast News C-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1		\$50.00		0.00				
7	WJXX	08/11/12	08/11/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a -----S-	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S-		1		\$70.00		0.00				
8	WJXX	08/12/12	08/12/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a -----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1		\$100.00		0.00				
E 9	WJXX	08/12/12	08/12/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6-----S	:30	1	\$80.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1		\$80.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WJXX	08/06/12-08/12/12	This Week 10A		Sun 10a-11a - eff		-----Su	:30	<del>(\$80.00)</del>	0.00	NM		
	Credited [cr]													
10	WJXX	08/07/12	08/12/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p --WTF--	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	--WTF--		4		\$110.00		0.00				
11	WJXX	08/13/12	08/13/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p M-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1		\$110.00		0.00				
12	WJXX	08/11/12	08/11/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S-		1		\$175.00		0.00				
13	WJXX	08/12/12	08/12/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p -----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1		\$150.00		0.00				
14	WJXX	08/07/12	08/12/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p --WTF--	:30	4	\$180.00	P-3	0.00	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	--WTF--		4		\$180.00		0.00				
15	WJXX	08/13/12	08/13/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p M-----	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1		\$180.00		0.00				
16	WJXX	08/07/12	08/12/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p --WTFS-	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	--WTFS-		5		\$150.00		0.00				
17	WJXX	08/13/12	08/13/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1		\$150.00		0.00				
N 18	WJXX	08/13/12	08/13/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1		\$80.00		0.00				
Totals												41	\$4,125.00	